

A group of seven people, including adults and children, are wearing yellow shirts and playing with colorful balloons outdoors. They are standing in front of a large tree with green leaves. The scene is bright and cheerful.

SCOUTING
FORWARD
TOGETHER

▶ Welcome to
Join Scout Night Training 2021



► Overview & Opportunity



- To prepare Cub Scout Packs to recruit new Scouts following a year of COVID restrictions & challenges
- Invite new families to participate who we missed last year, especially 1st and 2nd graders
- Plan, organize & execute quality Sign-Up events for every Cub Scout Pack, school and community
- Reconnect with families who dropped out during the pandemic
- Focus on improving quality of *First Impressions* with Scout Parents & brand-new leaders
- Increased promotion of additional opportunities to Join through October after fall sports seasons conclude

GOAL is for EVERY YOUTH who lives in Dan Beard Council to have the opportunity and invitation to join Scouting!

▶ Reason for this Approach



- To regrow traditional Cub Scout membership after a sharp decline during the COVID-19 pandemic
- To provide consistent and proven tactics to continue membership growth (had 4 years of growth in DBC prior to COVID)
- To simplify signup and next steps for new families
- Maximize our presence in communities and schools and leverage our existing members as recruiters
- To highlight, draw focus and improve quality of our most important FIRST IMPRESSIONS with prospective new families
- To provide multiple joining opportunities in each community throughout the fall

► First Impressions



- Back to School/Open House Events
- Sign-Up Night
- Welcome Night
- Meeting Night (*typical Pack/Den meetings*)
 - Launch into Scouting Activities

► Commitment to Safety



- BSA's top priority is to keep our members safe

Barriers to Abuse

- *Youth Protection Training, Background checks, no one-on-one contact, mandatory reporting of suspected abuse and more*

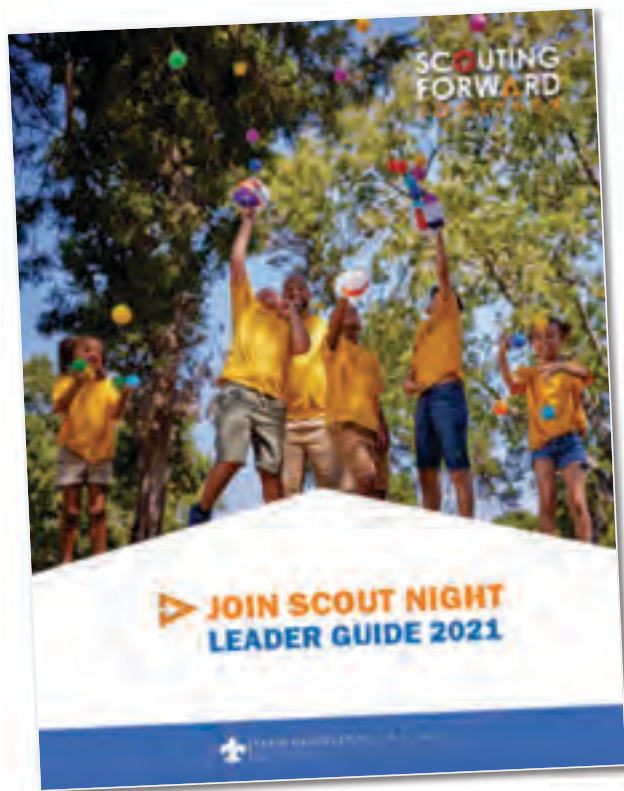
For details: [DanBeard.org/YouthProtection](https://danbeard.org/youthprotection)

COVID-19 Pandemic

- Dan Beard Council has continued to share best practices developed with updated recommendations of CDC as well as state and local health guidance

For details: [DanBeard.org/Healthy-and-Safe-Scouting-Covid-19](https://danbeard.org/healthy-and-safe-scouting-covid-19)

► Resources



- [Join Scout Night Leader's Guide](#)
- [Join Scout Night Leader's e-newsletter](#)
- [GoCubScouts.com](#)
- [BeAScout.org](#)
- [Scouting.org/Resources/Online-Registration](#)
- [DanBeard.org/MediaCenter](#)
- [Danbeard.org/YouthProtection](#)
- [DanBeard.org/Healthy-and-Safe-Scouting-Covid-19](#)

▶ When We Work Together, We Win!



Marketing Materials & Training Provided:



- Flyers
- Stickers
- Posters
- Yard Signs
- Billboards
- Bring a Friend Invitations
- Table-top Display
- Parent Orientation Guides
- Parent Power Pack Mailing
- Print & Social Media Templates
- Parent Landing Page
- Location Sensitive Advertising
 - Facebook Event creation
- Sign-Up Night materials
- JSN Leader's Guide
- JSN e-Newsletter
- GoCubScouts.com and Leader Info and more!



When We Work Together, We Win!



DBC Staff Support

- Coordinate meetings with school principals/school staff
- Print and deliver flyers and stickers
- Conduct school talks
- Assist Pack leadership to set goals
- Work with district volunteers to have a support person available to assist at each Sign-Up Night



When We Work Together, We Win!



Unit Responsibilities

- Participate in Back to School /Open House events
- Conduct Sign-Up Night
- Organize and Hold Welcome Night
- Follow Launch into Scouting plan for Den meetings
- Develop and publish Annual Program Plan/Calendar
- Recruit New Member Coordinator
- Manage ALL leads/inquiries from BeAScout.org
- Promotional Blitz
- Promote & Participate in **#ScoutSHARE** contests & Day



▶ Planning & Preparations



August

- Participate in Back to School/Open House Night
- Marketing Blitz
- Promote #ScoutSHARE Contest & #ScoutSHARE Day
- Prepare your Sign-Up Night materials



Planning & Preparations

Back to School/Open House Events



- Great way to meet new families, promote your Pack and strengthen relationship with school
- Common Formats
 - Round Robin style
 - Sit-down meeting with presentations for entire group
- Have an attractive display to draw attention
- Be prepared with Pack info and Sign-Up Night details
- Collect interested family information on sign-in sheet name/email/phone

▶ Planning & Preparations

Marketing Blitz



- 2+ weeks before your Sign-Up Night
- Post marketing materials from your kit throughout your community (*yard signs, posters*)
- Submit article in local newspapers/newsletters
- Request to get your Sign-Up details on community signs/marquees
- Post on community/school/neighborhood social media pages



Planning & Preparations



Promote #ScoutSHARE & Wear your Uniform Day
Held on Wednesday, September 1



- Post on social media including #ScoutSHARE
- Have your Scouts wear their uniform to school
- Promote #ScoutSHARE Contest
- Prepare your Sign-Up Night materials



Planning & Preparations

Prepare Sign-Up Night Materials



- Update your Pack Info and calendar handouts
- Print and make copies of all of your handouts
- Bundle materials as appropriate
- Recruit help!

▶ Planning & Preparations



September

- #ScoutSHARE Day & Wear your Uniform Day & Social Media Contest
- Share Sign-Up Night event on Facebook (*location sensitive advertising too*)
- School Talks, flyers & stickers
- **Conduct Sign-Up Night**
- **Conduct Welcome Night (*includes Parent Orientation*)**
- Meeting Nights & Begin Launch into Scouting Activities





Planning & Preparations

Share Sign-Up Night Facebook Event



- Go to Dan Beard Council's Facebook page and click on the Events tab
- Search for the event for your unit.
- Select 'Going' and share away!



Planning & Preparations

School Talks, Flyers & Stickers



- Dan Beard Council District Executive Staff to coordinate with schools
- Face-to-Face promotion with thousands of prospective new Scouts
- Flyers (*print or electronic*) will also be prepared and shared to students in advance of your Sign-Up Night
- Stickers are most likely to be handed out on the same day as the school talk to remind kids to tell their parents about the upcoming Cub Scout Sign-up Night



Conduct Sign-Up Night



- First Impressions very important!
- Keep it short and simple
 - Think *Sports-like Sign-up*
 - Parents came to sign their child up!
- Have parents sign-in when they arrive
 - *Sign-In sheets provided (on left)*

[illegible]



Planning & Preparations

Conduct Sign-Up Night



- Recruit enough volunteers to help!
 - Best practice is to have at least 1 female leader or mom to help.
 - Ask Scouts BSA Troop to assist with activity or game with kids
- **Don't do a parent orientation this night!**
- **Don't ask parents to be leaders either!**



Planning & Preparations

Conduct Sign-Up Night | Items to Distribute



- Pack Information Sheet
 - Pack Leadership Contact Info
 - Pack Calendar
 - Financial Commitment (*dues, uniform, book, etc.*)
- Parent Orientation Guide
- Family Talent Survey



Planning & Preparations

Conduct Sign-Up Night | Items to Collect



BSA Application

- Families came to sign up. Don't *second guess* from them!
- Make sure the application is complete

Fees

Membership Fee and Pack Dues

- BSA Registration fees increase August 1 with Joining Fee for brand new members

Family Talent Survey

- This is your ticket to help find leaders!



Planning & Preparations

Conduct Welcome Night



Focuses for Welcome Night

1. Fun & engaging activity for new Scouts
 2. Parent Orientation
- Create an agenda – use the DBC provided Parent Orientation Guide to help create

Resources

- Parent Orientation Guide *(They should have received at Sign-Up Night.)*
- Parent Volunteer Sign-Up Sheets
- Supplies for Scout Activity
- Review Applications & Family Talent Surveys prior to Welcome Night
- Allow time to mingle/socialize

▶ Planning & Preparations

Recruiting New Parents



- Be Patient! You want the RIGHT leader!
- Meet face to face and have a task description
- Show them the support they will receive
 - Assign them a mentor



Planning & Preparations

Cub Scout Meeting Night & Launch into Scouting Activities



THREE ACTIVITIES FOR THE FIRST 60 DAYS BY RANK			
	Lion Adventures Lion's Honor (Introduction to Meetings)	Fun on the Run	Mountain Lion
	Tiger Adventures Games Tigers Play	My Tiger Jungle	Tigers in the Wild
	Wolf Adventures Wolf Call of the Wild	Running with the Pack	Paws on the Pack
	Bear Adventures Bear Claws	Fur, Feathers, Ferns	Bear Necessities
	Webelos Adventures Cast Iron Chef	Stronger, Faster, Higher	Webelos Walkabout
	Arrow of Light Adventures Outdoor Adventures	Into the Wild or Into the Woods	Castaway

- Typical Meeting Nights – Den & Pack meetings
- Front loading active & engaging ‘Adventures’ (*advancements*) for each rank
- Takes advantage of nice weather and day light available in the first couple of months of den meetings
- For recruitment, it helps us to tell Scouts about activities they will participate in the first meetings!

▶ Planning & Preparations



October

- Participate in Cub-O-Ree!
- Invite ALL Scouts who expressed interest (*maybe at Back to School/Open House or Sign-Up Night*), but haven't signed-up yet
- Promote Bring a Friend opportunities
- Promote & Conduct 2nd & 3rd Chance Sign-Ups
 - One of these should focus on end of sports season (*soccer, football, fall baseball, etc.*)
- Halloween Stickers
- Continue Launch into Scouting Activities at Den meetings

▶ Planning & Preparations

Participate in Cub-O-Ree



- Outdoor Adventures at nearby location
- Camping (*or just show up for the day*)
- Shooting Sports (*archery, bb guns, sling shots*) & other games, activities, campfires, etc.
- Great opportunity to reach back out to people who expressed interest, but haven't officially signed up yet



Planning & Preparations

Invite ALL who Haven't Signed-Up Yet



- 10-15% of families who express interest at Back to School/Open House Night or attend a Sign-Up Night in the past few years don't officially get registered
- Reach out to each one personally (*not just an email*)!



Planning & Preparations



Promote Bring a Friend Opportunities

Conduct 2nd & 3rd Chance Sign-Ups

- Distribute Bring a Friend cards at the den meetings in September
 - Challenge each Scout to invite 2 friends to the next meeting/activity
- Request additional flyer distributions and Facebook event advertising from your District Executive to help get the word out about additional Sign-Up opportunities (*i.e. Pack Halloween Party*)
- Request recruitment stickers with your Pack's next Sign-Up opportunity to put on candy for Trick or Treating or Trunk or Treat events
- End of fall sports season recruitment





Marketing Materials & How To Use Promoting Your Pack



Yard Signs





Posters



SCOUTING
FORWARD
TOGETHER



Flyers

SCOUTING
FORWARD
TOGETHER





Stickers





Billboards





**We'll Promote Your Sign-Up Night
in Your Community!**



▶ Table-Top Display



FOR YOUTH IN GRADES K-5

Cub Scout Pack 1



Impact of Scouting

- Scouts are more likely than non-scouts to hold a leadership position at work or in the community.
- Long term Scouts are nearly twice as likely as non-scouts to graduate from college.
- Scouts are more likely to embrace positive racial values than non-scouts.
- Scouts are more likely to be active in a group that works to protect the environment than non-scouts.
- Scouts showed a 100-fold increase in volunteerism and kindness when compared to non-scouts.

SCOUT ME IN

8.5 x 11
Paper

▶ Bring a Friend Invitation Cards





Social Media #ScoutSHARE Contest



SHARE THE SCOUTING ADVENTURE WITH YOUR FRIENDS!

The Scouts build amazing adventures. Sharing the memories you make with your Scout on your social media account is one of the most powerful ways to increase parent involvement and encourage others to join.

#ScoutSHARE Contest

Showing the adventures you share with your Scout on Facebook, Twitter or Instagram using #ScoutSHARE from August 16-September 13 will spread the word and qualify you to win special prizes such as gift cards to Target, Amazon and more!

Exciting Weekly Prizes:

- Share Outdoor Activity / Camping Photos (8/16-8/21)
- Share Scouting Family & Friends Photos (8/26-8/31)
- Share Community Service Photos (9/3-9/11)

Winners will be drawn during the weeks of:
August 30 (draws prizes for September 1), September 7 and 13.

For more information visit Scouting.org/ScoutShare

SEPTEMBER 1 IS #ScoutSHARE DAY

WEAR YOUR UNIFORM ON SEPTEMBER 1!

Help spread the word and inspire future Scouts to build their adventure. Encourage all Scouts to show their scouting pride by sporting their uniforms for #ScoutSHARE Day!

In honor of #ScoutSHARE Day, we will be giving away an extra prize for the #ScoutSHARE social media contest!

Be sure to post on your favorite social media accounts with #ScoutSHARE and tag @BeardCouncil for your chance to win.

For more information visit Scouting.org/ScoutShare

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#ScoutSHARE Day & Wear your Uniform Day



- A unified effort where we are asking all volunteers and Scout families to mention Scouting in their social media status.
- **Wednesday, September 1**
- Example (*include a photo*):
"I love learning alongside Kyle in Cub Scouts, and I cherish the time we get to spend together each week. He's growing so fast! #ScoutSHARE"



Parent Power Packets



Promoting Your Pack



- Parent-to-Parent recruiting
- Unit website
- Email distribution list
- Unit newsletters (*electronic or print*)
- Church, Community or School Newsletters/Social Media
- Unit Facebook page
- Ask your parents to post on their social media pages



Parent Landing Page



- Digital page that will display when parents scan the QR code found on the Join Scout Night flyer
- Page will include information parents will need to help them to make an informed decision about joining Cub Scouts (most common FAQs)
- Page will include information parents will need to help them to make an informed decision about joining Cub Scouts (most common FAQs)

Fill out the Online Form by July 25. We are asking for this info:

- Pack meeting day and week (third Tuesday)
- Pack meeting location (Name and address)
- Primary Contact for recruitment
- Den meeting frequency (1x/week or 1x/2 weeks)
- Den meetings day of the week if set
- Upcoming events
- Cost of Pack dues and what is included



Conclusion & Next Steps



- What MORE can you do to reach families in your community?
- Get excited- When we work together, We Win!
- Opportunity is there for a very successful season!
- Turn in your preferred Sign-Up Night details to your District Executive tonight before you leave
- Pick up your Marketing & JSN supply kits & EXTRA Materials if needed
- Reminder – Enroll in the Popcorn sale & RSVP for upcoming Popcorn Rallies that start next week!